RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
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January 16, 1998

RJR Account #462720
Mr. J. LaFlamme
N.H. TOBACCO

FEBRUARY CTS: DORAL BUY 1 CARTON GET 5 PACKS FREE / PROMOTION #800021

Dear Jeff:

DORAL Gratis product (6M), and matching *Live* product (12M), has been ordered, along with 15-Pack Carton Kits, Item #536813, and P.O.S. Kits, Item #536822 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits.

PO #020498

DORAL BRAND STYLES	#/ (6M) GRATIS Cases	GRATIS UPC Code	#/ (12M) LIVE Cases	LIVE UPC Code
Light	2	12300-21861	2	12300-15112
Lt 100	4	12300-24987	4	12300-15212
Men Lt 100	2	12300-24990	2	12300-15812
FF	2	12300-21859	2	12300-16612
FF 100	4	12300-24988	4	12300-15312
Ult Lt 100	2	12300-24991	2	12300-16712

15-Pack Carton Kits (Item #536813)

SKU CUBE:	**1.8512**
SKU WT (w/o Product):	**4.4800 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**20 Savings Cartons**
Product / Display Arrival:	**February 4, 1998**
Ship Date to Retail:	**Week of: February 16, 1998**
EFT $ Amount:	**$9,582.68**

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Promotion Description:
Each Doral *gratis* case contains 60 five-pack offers. Place one live Doral carton into the promotional 15-pack carton and place one five-pack *gratis* offer into the 15 pack carton to complete the offer. Special complimentary tear-tape is on all *gratis* packs. Close and tape the display case.

Display Load: Twenty 15-Pack Cartons Per Display; ensure brand mix.
Brand Styles: Doral Lt / Lt 100 / Lt Men 100 / FF / FF 100 / Ult Lt 100

SHIP ONE P.O.S. KIT (ITEM #536822) TO EACH RETAILER LISTED.
SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you $9.00 per **live 12M** case for all product packed and shipped to retail on a timely basis. This equates to **$162.00 (18 (12M) case(s) @ $9.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: H. Battle
L. E. MacWilliams

Enclosure: Customer List
Wholesalers Packing Instructions

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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PROMOTION #800021: DORAL BUY 1 CARTON GET 5 PACKS

CUSTOMER LIST

REFER TO 'WHOLESALER PACKING INSTRUCTIONS' FOR DISPLAY SET-UP
ONE 15-CARTON KIT (ITEM #536813) = TWENTY 15-PACK CARTONS PER SKU.
SHIP ONE P.O.S. KIT (ITEM #536822) TO EACH ACCOUNT LISTED.

BRAND LOAD PER DISPLAY:

ONE EACH (15-PACK CARTONS): DORAL LT/ LT MEN 100 / FF / ULT LT 100
THREE EACH (15-PK CARTONS) DORAL LT 100/ FF 100

							# CARTONS PER STYLE DORAL								
SR TER	SIS#	FULL NAME	ADDRESS	CITY	STATE		LT	LT 100	LT MN 100	FF	FF 100	ULT LT 100	VAP SIS#	VAP DIRECT ACCT NAME	DIR ACCT SUPPLIER #
163804	103186	STATE LINE VARIETY	RT 31 & 124	GREENVILLE	NH	GRATIS	10	20	10	10	20	10	462720	N H TOBACCO CORP	904524
						LIVE	20	40	20	20	40	20			
163804	559739	HARDSCRABBLE VAR.	880 VALLEY RD	GREENVILLE	NH	GRATIS	10	20	10	10	20	10	462720	N H TOBACCO CORP	919159
						LIVE	20	40	20	20	40	20			
163805	103073	RAYS STATELINE MKT	4 MAMMOTH RD	PELHAM	NH	GRATIS	10	20	10	10	20	10	462720	N H TOBACCO CORP	921007
						LIVE	20	40	20	20	40	20			
163805	611422	FIRST CHANCE	DBA PELHAM MOBIL	PELHAM	NH	GRATIS	20	40	20	20	40	20	462720	N H TOBACCO CORP	
						LIVE	40	80	40	40	80	40			
163804	572626	AYOTTES STATELINE	100 RIVER RD	HUDSON	NH	GRATIS	10	20	10	10	20	10	462720	N H TOBACCO CORP	909598
						LIVE	20	40	20	20	40	20			
							2	4	2	2	4	2	*Number of Gratis / Live Cases Each*		

48 *15-CARTON KITS, ITEM #536813*

5 *P.O.S. KIT, ITEM #536822*

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